Subject Index to

optometric management

January through December, 1968

ACCOUNTING

The Advice Givers: Your Accountant, Feb., p. 46
Have You Heard About Pegboard Accounting? May, p. 35
Bill Patients by Computer? Jul., p. 9
This Office Form Does Double Duty, Nov., p. 15

AMERICAN OPTOMETRIC ASSOCIATION

The A.O.A.'s New Keogh Plan, Nov., p. 9

ASSISTANTS

"Scallions to You, Dr. Brown!" Mar., p. 37
Should You Bond Your Employes? Apr., p. 24
Have You Heard About Pegboard Accounting? May, p. 35
Firing Can Backfire, Oct., p. 13

ASSOCIATES

Partnership Practice IV: How to Split the Melon, Mar., p. 29

BANKS

A Common Trust Fund for Your Uncommon Problems, Jan., p. 33

CASE PRESENTATION

Wise Ways to Move Patients III: Talk Their Language, Dec., p. 19

COLLECTIONS

Better Collections: Best Route to Higher Income, Apr., p. 19
Bill Collection in a Nutshell, May, p. 29
Have You Heard About Pegboard Accounting? May, p. 35
When a Contact Case Fails, Jun., p. 18
Bill Patients by Computer? Jul., p. 9
This Office Form Does Double Duty, Nov., p. 15

CREDIT

Better Collections: Best Route to Higher Income, Apr., p. 19
Bill Collection in a Nutshell, May, p. 29

EQUIPMENT

Get the Best Tax Break on Your Equipment, Apr., p. 32

ESTATE PLANNING

Where Estate Planning Starts, Jan., p. 14
A Common Trust Fund for Your Uncommon Problems, Jan., p. 33
The Advice Givers: Your Accountant, Feb., p. 46
The Last Love Letter, Apr., p. 39
The Advice Givers: Your Insurance Agent, Jun., p. 26
To Build The Nest Egg You Need I, Aug., p. 12
To Build The Nest Egg You Need II, Sep., p. 22

FEES

How to Outprice Yourself at Any Price, Mar., p. 20
When a Contact Case Fails, Jun., p. 18
Bill Patients by Computer? Jul., p. 9

HUMAN INTEREST

Run for Public Office? Apr., p. 48

INCOME AND EXPENSES

Fowl Taxpayers I Have Known, Jan., p. 25
Checklist for Your Professional Deductions, Jan., p. 39
How to Handle That Tax Estimate, Feb., p. 25
A Short Walk Through the Long Form, Feb., p. 28
Income That Isn't, Feb., p. 37
Save Taxes Through Income Averaging? Feb., p. 38

Partnership Practice IV: How to Split the Melon? Mar., p. 29
In Trouble With the T-Men, Apr., p. 12
Income-Stretching Ideas! Jul., p. 25

INSURANCE

Where Estate Planning Starts, Jan., p. 14
Make the Most of Your Mutual Fund, Jan., p. 48
New Way to Finance Your Office Building, Mar., p. 13
The Advice Givers: Your Insurance Agent, Jun., p. 26
To Build the Nest Egg You Need I, Aug., p. 12
To Build the Nest Egg You Need II, Sep., p. 22

INVESTMENTS

The Advice Givers: Your Stockbroker, Jan., p. 17
A Common Trust Fund for Your Uncommon Problems, Jan., p. 33
Make the Most of Your Mutual Fund, Jan., p. 48
The Advice Givers: Your Accountant, Feb., p. 46
Managing Your Money, Mar., p. 30
Buy Your Stocks on the Cuff: Jun., p. 36
To Build the Nest Egg You Need I, Aug., p. 12
Inflation Ahead . . . And How to Fight It! Sep., p. 10
To Build the Nest Egg You Need II, Sep., p. 22

KEOGH PLAN

To Build the Nest Egg You Need I, Aug., p. 12
To Build the Nest Egg You Need II, Sep., p. 22
The A.O.A.'s New Keogh Plan, Nov., p. 9

LAW

The Advice Givers: Your Lawyer, Mar., p. 43

MEDICARE

Your Share Under Medicare, Dec., p. 11

MORTGAGES

New Way to Finance Your Office Building, Mar., p. 13

OFFICES

New Way to Finance Your Office Building, Mar., p. 13

PARTNERSHIPS

New Way to Finance Your Office Building, Mar., p. 13
Partnership Practice IV: How to Split the Melon? Mar., p. 29

PATIENT RELATIONS

How to Outprice Yourself at Any Price, Mar., p. 20
"Scallions to You, Dr. Brown!", Mar., p. 37
How Successful Optometrists Get That Way, May, p. 22
When a Contact Case Fails, Jun., p. 18
Wise Ways to Move Patients I: Show Them the Bright Side, Jul., p. 19
Income-Stretching Ideas! Jul., p. 25
Wise Ways to Move Patients II: Win Their Confidence, Nov., p. 23
Wise Ways to Move Patients III: Talk Their Language, Dec., p. 19

PRACTICE MANAGEMENT

The Advice Givers: Your Stockbroker, Jan., p. 17
How to Outprice Yourself at Any Price, Mar., p. 20
Partnership Practice IV: How to Split the Melon, Mar., p. 29
The Advice Givers: Your Lawyer, Mar., p. 43
Better Collections: Best Route to Higher Income, Apr., p. 19
Should You Bond Your Employes? Apr., p. 24
Roll Your Own "Postal Savings" System, May, p. 13
How Successful Optometrists Get That Way, May, p. 22
Bill Collection in a Nutshell, May, p. 29
Have You Heard About Pegboard Accounting? May, p. 35
The Advice Givers: Your Insurance Agent, Jun., p. 26
Bill Patients by Computer? Jul., p. 9
Wise Ways to Move Patients I: Show Them the Bright Side, Jul., p. 19
The Advice Givers: Your Management Consultant, Aug., p. 27
Firing Can Backfire, Oct., p. 13
The Office Form Does Double Duty, Nov., p. 15
Wise Ways to Move Patients II: Win Their Confidence, Nov., p. 23
Wise Ways to Move Patients III: Talk Their Language, Dec., p. 19

PUBLIC RELATIONS

Run for Public Office? Apr., p. 48
Firing Can Backfire, Oct., p. 13

REAL ESTATE

The Advice Givers: Your Accountant, Feb., p. 46
New Way to Finance Your Office Building, Mar., p. 13
Inflation Ahead . . . And How to Fight It! Sep., p. 10

RECORDS

Fowl Taxpayers I Have Known, Jan., p. 25
Checklist for Your Professional Deductions, Jan., p. 39
When the "Martinsburg Monster" Picks You Out, Feb., p. 14
How to Handle That Tax Estimate, Feb., p. 25
A Short Walk Through the Long Form, Feb., p. 28
Income That Isn't, Feb., p. 37
Save Taxes Through Income Averaging? Feb., p. 38
In Trouble With the T-Men, Apr., p. 12
Get the Best Tax Break on Your Equipment, Apr., p. 32
Have You Heard About Pegboard Accounting? May, p. 35
Fast Facts About Convention Deductions, Jun., p. 11
When a Contact Case Fails, Jun., p. 18
This Office Form Does Double Duty, Nov., p. 15

RETIREMENT

To Build the Nest Egg You Need I, Aug., p. 12
To Build the Nest Egg You Need II, Sep., p. 22
Make the Work Clause Work for You, Oct., p. 18
The A.O.A.'s New Keogh Plan, Nov., p. 9

SOCIAL SECURITY

Make the Work Clause Work for You, Oct., p. 18
Your Share Under Medicare, Dec., p. 11

STOCKS

The Advice Givers: Your Stockbroker, Jan., p. 17
Managing Your Money, Mar., p. 50
Buy Your Stock on the Cuff? Jun., p. 36
Inflation Ahead . . . And How to Fight It! Sep., p. 10

TAXES

Fowl Taxpayers I Have Known, Jan., p. 25
A Common Trust Fund for Your Uncommon Problems, Jan., p. 33
Checklist for Your Professional Deductions, Jan., p. 39
Your 1968 Tax Calendar, Jan., p. 44
When the "Martinsburg Monster" Picks You Out, Feb., p. 14
How to Handle That Tax Estimate, Feb., p. 25
A Short Walk Through the Long Form, Feb., p. 28
Income That Isn't, Feb., p. 37
Save Taxes Through Income Averaging? Feb., p. 38
The Advice Givers: Your Accountant, Feb., p. 46
Managing Your Money, Mar., p. 50
In Trouble With the T-Men, Apr., p. 12
Get the Best Tax Break on Your Equipment, Apr., p. 32
Fast Facts About Convention Deductions, Jun., p. 11
Make the Work Clause Work for You, Oct., p. 18
The A.O.A.'s New Keogh Plan, Nov., p. 9

TRUSTS

A Common Trust Fund for Your Uncommon Problems, Jan., p. 33

WILLS

Where Estate Planning Starts, Jan., p. 14
The Last Love Letter, Apr., p. 39
To Build the Nest Egg You Need I, Aug., p. 12
To Build the Nest Egg You Need II, Sep., p. 22

INDEX TO ADS

	PAGE
Allergan Pharmaceuticals	CII
T. A. Altschuler, O.D.	18
American Optical Co.	16 & 17
Apex Specialties Co.	28
Berkeley Tonometer Co.	CIV
Commercial Optical Co.	CIII
Control-O-Fax	26 & 27
Harter Corp.	25
Precision-Cosmet Co.	1
Tilden-Yates Laboratories, Inc.	2